MERIT

RETAIL PROMOTION - MERIT AWARDS CATALOG

SEPTEMBER, 1994

PROJECT CODE: I7S

EXP		QUANTITY	PO #	POS #	UNIT COST	TOTAL COST	UNITS MOVED
	INCENTIVE						
133	CARTON LIGHTER W/CASE	451,350	Y13737	73907,6	$1.07	$482,945	90,270,000
	CARTON BACKUP STOCK	0	Y13737	73907,6	$1.07	$0	0
	PACKAGING	451,350	Y13803	70143	$0.15	68,805	
133	LIGHTER W/ 2-PACK	1,197,390	Y13693	73,905	$0.58	694,486	47,895,600
	LIGHTER BACK UP STOCK	598,695	Y13693	73,905	$0.58	347,243	23,947,800
	PACKAGING	1,796,086	Y13807	70136	$0.12	213,734	
	INK CHARGES		Y13693			1,050	
	MATERIAL						
289	45 DEAL DISPLAY (CARTON)	10,030		70138	$6.50	65,195	
289	30 DEAL DISPLAY (PACK)	39,913		70127	$1.17	46,698	
	COLLATERAL KIT:						
	CARTON:	10,030			$0.00	0	
289	DANGLER	10,030		70142	$0.22	2,207	
289	POSTER #1	10,030		70140	$0.54	5,416	
	POSTER #2	10,030		70141	$0.54	5,416	
289	laminated card	10,030		70139	$0.81	8,124	
	TAKE ONE BOX	10,030			$1.00	10,030	
	PACK:	39,913			$0.70	27,939	
289	DANGLER	39,913		70131	$0.19	7,583	
289	POSTER #1	39,913		70129	$0.19	7,583	
289	POSTER #2	39,913		70130	$0.19	7,583	
289	B-HEADER	39,913		70132	$0.15	5,987	
289	B-BACK	39,913		70133	$0.15	5,987	
289	B-SIDES	39,913		70134	$0.07	2,794	
289	B-STRIP	39,913		70135	$0.13	5,189	
	laminated card	39,913			$0.81	32,330	
	TAKE ONE BOX	39,913			$1.00	39,913	
	CONTINUITY						
133	CONTINUITY COST	1,283,844	50% SPLIT 94/95			641,922	157,155,800
	CATALOGS - 75/DISPLAY			70137			
289	CARTON DISPLAY	10,030			$0.10	75,225	
289	PACK DISPLAY	39,913			$0.10	299,348	
	OTHER CATALOG COSTS/DEVEL (30% FAIR SHARE)						
	CYRK	$100,000				30,000	
LB	**CATALOG:**						
	CREATIVE DEVELOPMENT	$50,000				15,000	
	PRODUCTION	$200,000				60,000	
	PHOTOSHOOT	$260,000				78,000	
	back-up catalogs @ 50/kit	$5,000			$0.10	25,000	
289	BANNERS	2,500			$4.25	10,625	
202	ARTWORK					85,000	
	SEPARATIONS					40,000	
	PAYMENT						
158	CARTON - DISPLAY ALLOWANCE	10,030	362c		$7.50	75,225	
156	DISTRIBUTOR PAYMENT						
	CARTON	7,523	362b		$12.00	45,135	
	PACK	3,991	362a		$24.00	47,898	
	REGIS MARKETING	DESIGN/COONS	HMO-312	20KFEE/2KEXP		22,000	
				TOTAL COSTS		3,644,413	
	FAVORABLES/(UNFAVORABLES)					0	
				TOTAL OB BUDGET		$3,644,413	319,269,200
	NOTES:						
	DISPLAY ALLOWANCE IS $7.50 PER DISPLAY OR $.25 PER CARTON					COST PERM	$11.41

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Source: https://www.industrydocuments.ucsf.edu/docs/yfkn0004